

Business Etiquette Film--Customs of the Culture

The success of our overseas enterprise rests on our ability to conduct our business in a culturally appropriate ways. To rephrase a famous quote, "We're not in Allison Park anymore!" Thus, it is imperative that you learn how to appropriately greet, speak with, and take leave of our customers in ways that are culturally meaningful to them.

For example, here in Hampton, if you kissed a friend of the opposite sex on the cheek as a greeting, you may get some strange looks or maybe a slap on the face. This practice, however, is completely normal in Latin America, and refusal to comply with that practice could be seen as rude.

Therefore, I want you to take some time to research the interpersonal customs of the culture where you will work. Also, it's important that you practice this situation with one of your colleagues who will be working with you in that culture. Frau and Profe will be checking how much you've learned and reporting that to me!

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Customs of the Culture Worksheet (12 points)

1. Based on your research, how would you greet a new customer in your country in word and gesture?
2. Is there any difference between how you greet a man and how you greet a woman?
3. What are the tips for how to successfully conduct a conversation in your culture (body language, good manners, proximity to others, proper way to dress, etc.?)
5. Is there anything specifically that you must avoid to keep from offending your hosts (topics/gestures to avoid, time to arrive, different expectations?)
6. How would you take leave of (say goodbye to) your customer in word and gesture?

When finished, print your worksheet to D-415 Computer Lab (not color!) and upload to the wiki.

NOW... Create a storyboard to plan your video. It should be brief (no more than 2 minutes) and function as a "How To/What Not To Do" training video (demonstrate by explanation and action) for working in the culture. **Worth: 30 points.**

It must include:

- How to greet someone in your culture
- Provide tips for successfully conducting a conversation in your culture
- Highlight anything that you should NOT do to keep from causing offense
- Demonstrate how to be polite, state your name, say you don't understand **in the language (See your language lessons for these phrases!)**
- How to conclude your conversation in both language and gesture

